



Yale School of Management Global Network Week
Behavioral Science of Management
October 16-20, 2023

Monday, October 16th

8:00 a.m. – 8:40 a.m.

Continental Breakfast

Student Commons (First floor)

8:40 a.m. – 9:00 a.m.

Welcome and Program Overview

Blumetti Classroom 2200

Camino de Paz, *Assistant Dean of Global Network Programs*

9:00 a.m. – 9:30 a.m.

Airline Case Activity

Blumetti Classroom 2200

In preparation for Nathan Novemsky's class session, you will spend 30 minutes working in groups on the Airline Case Activity. Join your assigned final project group (listed on the front of the program folder) and complete the activity described.

9:30 a.m. – 12:30 p.m.

Making Better Decisions Using Behavioral Science

Blumetti Classroom 2200

Nathan Novemsky, *Professor of Marketing*

12:30 p.m. – 12:45 p.m.

GNW Group Photo

Follow your TAs to the Atrium for the Global Network Week Group Photo



12:45 p.m. – 2:00 p.m.

Lunch

Student Commons (First floor)
Pizza and salad will be served (cheese-free and gluten free options available)

2:00 p.m. – 5:00 p.m.

Dual Systems & Choice Architecture

Blumetti Classroom 2200
Shane Frederick, *Professor of Marketing*

5:30 p.m. – 7:30 p.m.

Opening Cocktail Reception

[The Well](#), lower level of The Schwarzman Center
168 Grove St ([map/directions](#))

TAs and GNW staff will walk participants over to The Well. Meet in front of Evans Hall at 5:10 pm sharp to walk over as a group.

Tuesday, October 17th

9:00 a.m. – 9:50 a.m.

Continental Breakfast and Overview

Student Commons (First floor)

10:00 a.m. – 11:15 a.m.

Walking Tour of Yale University

TAs will lead students to the entrance of Evans Hall for a walking tour led by Yale College guides. Learn about the history and architecture of Yale from Yale College students in this 75 - minute tour that departs from Evans Hall and will conclude at the Yale Bookstore. Note, this tour is rain or shine, so please come prepared.

11:15 a.m.-1:15 p.m.

Lunch

Lunch is on your own. Feel free to grab lunch at the carts located at the “Whale” or at any local restaurant. Recommendations are in your program folder.



1:30 p.m. – 4:30 p.m.

Understanding Consumer Experiences

Blumetti Classroom 2200

Gal Zauberman, *Joseph F. Cullman, 3rd Professor of Marketing*

7:30 p.m.

Small Group Dinners

Dine at one of the local New Haven restaurants with your classmates. Please remember to bring ID and cash or credit card to pay for your meal.

Wednesday, October 18th

8:15 a.m. – 8:45 a.m.

Continental Breakfast

Student Commons (First floor)

8:45 a.m. – 9:00 a.m.

Overview

Blumetti Classroom 2200

9:00 a.m. – 9:30 a.m.

Negotiation Mindsets: Pre - Session Negotiations

Blumetti Classroom 2200

9:30 a.m. – 12:30 p.m.

Negotiation Mindsets

Blumetti Classroom 2200

Daylian Cain, *Senior Lecturer in Negotiations and Leadership*

12:30 p.m.-2:30 p.m.

Lunch (on your own)

Lunch is on your own. Feel free to grab lunch at the carts located at the “Whale” or at any local restaurant. Recommendations are in your program folder.



2:45 p.m. - 3:15 p.m.

Global Network for Advanced Management Overview

Blumetti Classroom 2200

Camino de Paz, *Assistant Dean of Global Network Programs*

Assistant Dean of Global Network Programs, Camino de Paz, will give an overview of what that Global Network for Advanced Management is and how it can work for you.

3:30 p.m. – 4:15 p.m.

CDO Overview

Blumetti Classroom 2200

Nataly Robalino, *Career Coach*

4:15 p.m. – 4:45 p.m.

Explore New Opportunities: Master of Advanced Management (Optional)

Blumetti Classroom 2200

Matthew La Sance, *Assistant Director for Admissions, Management Master's Programs*

7:00 p.m. – 9:00 p.m.

Pizza Night at BAR

254 Crown Street

Meet at a New Haven favorite, BAR at 7:00pm. There will be free pizza and soda waiting for you in the back room. Make sure you bring a photo ID for entry.

Thursday, October 19th

8:15 a.m. – 8:45 a.m.

Continental Breakfast

Student Commons (First floor)

8:45 a.m. – 9:00 a.m.

Overview

Blumetti Classroom 2200



9:00 a.m. – 10:30 a.m.

Charisma: Science and Practice

Blumetti Classroom 2200
Zoe Chance, *Senior Lecturer in Management*

10:45 a.m. – 12:15 p.m.

Prosocial Behavior: Individuals, Brands, and Firms

Blumetti Classroom 2200
Deborah Small, *Adrian C. Israel Professor of Marketing*

12:15 p.m. – 1:45 p.m.

Lunch

Charley's Place

TAs will distribute lunch vouchers to Charley's Place, Yale SOM's commons. Located on the first floor of Evans Hall, the menu at Charley's Place features a globally rustic cuisine with a spotlight on local products. Your voucher may be redeemed for a meal.

12:15 p.m. – 1:45 p.m.

MAM Information Table

Table Outside of Charley's Place (across from McNay Café)

MAM Admissions staff will be available to answer questions and hand out program brochures.

2:00 p.m. – 5:00 p.m.

Behavioral Finance

Blumetti Classroom 2200
Nicholas Barberis, *Stephen and Camille Schramm Professor of Finance*

Friday, October 20th

8:30 a.m. – 9:00 a.m.

Continental Breakfast

Student Commons (First floor)



9:00 a.m. – 9:30 a.m.

Overview and Feedback Survey

Blumetti Classroom 2200

At this time, we will go over the details of the final presentation. Please bring a laptop, tablet, or mobile device with you to the classroom to complete the GNW feedback survey.

9:30 a.m. – 12:00 p.m.

Presentation Prep

Breakout rooms (Note- you have until 1:00 p.m. to finish your presentations)

12:00p.m. – 1:15 p.m.

Lunch

Charley's Place (Note- lunch will be available starting at 11:30am)

TAs will distribute lunch vouchers to Charley's Place, Yale SOM's commons. Located on the first floor of Evans Hall, the menu at Charley's Place features a globally rustic cuisine with a spotlight on local products. Your voucher may be redeemed for a meal.

1:15 p.m. – 3:30 p.m.

Final Presentations, Certificate Ceremony, and Farewell

Blumetti Classroom 2200

END OF PROGRAM